

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

As a promotional media, Instagram is a very potential and effective platform to introduce tourist destinations in Purbalingga Regency through *purbalingga_memikat* account. Instagram can be used to reach audiences, especially the younger generation who are active on social media. With good management, Instagram can be an interesting tool to bring Purbalingga's tourism potential closer to the wider community. There are many interesting tourist attractions in Purbalingga, such as Purbasari Pancuran Mas, Tirta Asri Walik, Goa Lawa, Owabong, Serang Tourism Village, and other natural destinations, which can become interesting visual content. Through photos, videos, and interactive stories, *@purbalingga_memikat* can increase public awareness of local tourism

B. Suggestion

To improve tourism promotion through *@purbalingga_memikat* Instagram, it is necessary to maximize the use of mobile phones with high-quality cameras to overcome the limitations of documentation facilities. Regular coordination with social media staff is also important to overcome Instagram access limitations, ensuring content remains organized and timely. In addition, constraints in video editing can be overcome by learning editing trends through TikTok, to make the content more interesting with popular effects and music.

The focus of promotion should be on new or hidden tourist destinations, and thematic campaigns such as “Hidden Gems of Purbalingga” can attract audience attention. Increased interaction with followers and organizing competitions or giveaways can also expand the reach of promotion. This strategy will help make *purbalingga_memikat* a more effective tourism promotion medium